

Message Text

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PASS COMMERCE FOR DEP ASST SEC LAZARUS

E. O.11652: N/ A

TAGS: BEXP, BTRA, ETRD, OTRA

SUBJECT: EAST- WEST TRADE MISSION

SUMMARY: AS ONE OF FIRST ACTIVITIES OF NEW EAST- WEST TRADE CENTER, WE PROPOSE RECRUITMENT OF REVERSE TRADE MISSION CONSISTING OF ABOUT 10 VIENNA- BASED EAST- WEST TRADERS, AGENTS AND BANKERS. THIS IDEA BROACHED WITH DEP ASST SEC LAZARUS DURING RECENT VISIT TO VIENNA, AND FOLLOWING ARE DETAILS OF PROPOSAL WHICH WERE PROMISED DURING DISCUSSION. END SUMMARY.

1. PRIMARY PURPOSE OF THIS MISSION WOULD BE ESTABLISHMENT OF CONTACTS WITH AMERICAN FIRMS, ESPECIALLY SMALL AND NEW- TO- MARKET ONES, INTERESTED IN EASTERN EUROPE BUT NOT YET PREPARED TO MOUNT EXPORT PROMOTION PROGRAM FROM CONTINENTAL U. S. OR FROM EUROPEAN SUBSIDIARIES. OUR PROPOSAL WOULD THUS PUT SUCH COMPANIES IN TOUCH WITH VIENNA MIDDLEMEN WHO HAVE PROVEN RECORD OF SUCCESS IN HANDLING U. S. PRODUCTS IN EASTERN EUROPE. OUR HUNCH IS THAT MANY AMERICAN FIRMS WOULD BE PREPARED TO TEST MARKET THROUGH SUCH AGENTS, ESPECIALLY SINCE COSTS AND RISKS WOULD BE MINIMAL COMPARED TO THOSE ENTAILED IN FULL- SCALE MARKET PROMOTION UNDERTAKING BY COMPANIES ACTING ALONE. WE ALSO FEEL THAT USING U. S. AND AUSTRIAN AGENTS LOCATED IN VIENNA WOULD NOT RPT NOT REPRESENT COMPETITIVE THREAT TO SIMILAR

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AMERICAN- BASED MIDDLEMEN. SINCE LATTER SEEM TO HAVE THEIR HANDS FULL WITH PRESENT EXPLOSION OF EAST- WEST ACTIVITY ON PART OF LARGE U. S. COMPANIES.

2. PROPOSED MISSION WOULD CONSIST OF CROSS- SECTION OF VIENNA EWT COMMUNITY AND WOULD, TO EXTENT POSSIBLE, INCLUDE AGENTS SPECIALIZING IN PRODUCT LINES OF PARTICULAR CURRENT INTEREST TO EASTERN EUROPEAN BUYERS, SPECIALISTS IN CERTAIN COUNTRIES, FINANCIAL DEALERS AND SOME U. S.- OWNED SUBSIDIARIES, PROBABLY BANKS. WE VISUALIZE AN APPROXIMATE 2- WEEK TRIP, CONCENTRATING ON NEW YORK AREA, CHICAGO, ATLANTA AND PERHAPS ST. LOUIS.

3. AT THE VIENNA END THIS MISSION WOULD BE PLANNED AND ORGANIZED JOINTLY BY AUSTRIAN FEDERAL CHAMBER OF COMMERCE, AMERICAN CHAMBER OF COMMERCE AND EMBASSY EWTC. COMMERCE WOULD BE ASKED TO MAKE APPOINTMENTS, PLAN ITINERARIES AND GENERALLY TAKE CARE OF ARRANGEMENTS IN U. S. ALL TRAVEL AND OTHER COSTS FOR MISSION WOULD BE PAID FOR BY PARTICIPANTS. AS FOR TIMING, WE SUGGEST OCT OR NOV OF THIS YEAR.

4. WE HAVE ALREADY TENTATIVELY DISCUSSED THIS PROPOSAL WITH AUSTRIAN CHAMBER OF COMMERCE AND GOA TRADE MINISTRY, BOTH OF WHICH ARE PREPARED TO COLLABORATE WITH US. IF COMMERCE NOW CONCURS, WE CAN UNDERTAKE MORE DETAILED PLANNING AT THIS END. REQUEST REPLY SOONEST. HUMES

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